

Oct 15 Minutes
Patient and Community Education Work Group
(This incorporates comments from the meeting and emailed suggestions)

Next meetings: November 14th from 3-5 (location TBA) (2nd Wed. of the month from 3-5, location will vary)

For you to do:

1. add any other suggestions of interventions, target groups, or changes to purpose statement and send back to Erin
2. select 4-5 interventions you would like for the group to focus on (send your list to Erin)
3. Come next month prepared to report on your intervention (if you took an assignment)
 - a. Who do we need to contact?
 - b. How much would it cost to implement? (Are they willing to offer space/time without payment to support the cause?)
 - c. What is the process we need to go through if we want to pursue this?

Purpose statement (submit any suggestions & edits by Thur, Oct 25)

Develop well-defined educational interventions for both patients and community that will assist in preventing deaths and other negative outcomes due to prescription opioids and other prescription medications.

Goals

1. elimination of unintentional overdose deaths
2. decreased illicit use of prescription medications
3. increase awareness of unauthorized use of prescription medications may be lethal
4. use of prescription medications are very helpful but must never be used without physician direction (cannot be used like NSAID's)
5. alcohol should never be consumed when using prescription analgesics (pain killers)
6. must prevent illicit use by locking up all prescription medications
7. throw away unused prescription analgesic (in an environmentally protected way)

Identified Interventions/Vehicles (name of who is in charge of reporting back next meeting)

- Pharmacies: Adding labels to pill bottles at pharmacies; Pamphlets given at pharmacy or included in bag with drugs (Leah Ann/Florence); Posters
- Internet: Myspace, pop-up's (Leah Ann)
- Schools: PTA, DARE, (Abbie) Prevention Dimensions/UAC (Craig)
- Faith Communities (Abbie)
- Movie theatres (Kevin)
- Adds at bottom of Utility Bills (Rocky Mt. Power-Carla; Quest star-Linda)
- Print Media: City Weekly, U of U Chronicle, other periodicals (Josh/JC)

- Patient ed: disclosure that nurse goes over with patient about potential risks before receiving the Rx
- Posters in every ER
- Public lectures (with a standardized message)

Health Department is hiring a production agency to do the following:

- Website
- Billboards
- Radio
- T.V.
- Pamphlets

The Work Group will be invited to give feedback to some of the materials prior to implementation

Identified Target Groups (that may need distinct messages for each)

- 4th grade & up
- 25-40 yr olds
- Elderly
- Urban
- Rural
- Hispanic

Groups (who can help get the message out)

- Pharmacies, clinics, homes, hospitals, dental
- Colleges/Universities
- Law Enforcement
- Business (State & IHC, Hill Air Force Base)
- Local neighborhood drugstores
- Government: city, county, leagues, local health departments, Libraries
- Faith Communities
- Home Health Care Groups
- Praxair-Medical Equipment
- PTA

Dr. Lynn Webster, who is in our Patient & Comm. Ed Work Group, created the following website, www.zerodeaths.org, for patient and community educational information on the site which could be used or modified to help meet the objectives of the committee.